

II. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of managing items available for electronic purchase, the method comprising:

storing the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure ~~by and a page is~~ dynamically ~~generated~~ ~~generating a page~~ based on the result of the query, wherein the query returns a set of records containing the items based on a specified attribute of the items;

identifying at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

automatically generating the query for each level of the hierarchical structure to display the at least one high frequency item on a high level page.

2. (Original) The method of claim 1, further comprising:

presenting the at least one high frequency item to an administrator; and

selecting at least one high frequency item for display on the high level page.

3. (Original) The method of claim 1, further comprising storing the operations performed by a user to select an item in the hierarchical structure.

4. (Original) The method of claim 3, wherein the identifying step includes analyzing the stored operations.

5. (Original) The method of claim 3, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

6. (Previously Presented) The method of claim 1, further comprising maintaining a record of the